



V WLRN

WLVT-TV

CHANNEL

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SOUTH MOUNTAIN DRIVE WEST, BETHLEHEM, PA. 18015
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March 11, 1971

Comments to the Statement on Programming Review

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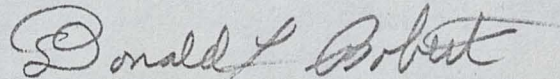
DR. CHARLES F. WILSON
SUPT. ALLENTOWN SCHOOLS

It should be noted that, although I agree with the Statement, it must be emphasized that it puts a tremendous amount of responsibility on the Review Board. I also find that, in the final analysis, this is where the responsibility should lie. It also should be pointed out that the sole criteria for acceptance of airable material should not be the material's "redeeming value" or "aesthetic value". It must be noted that in the case of WLVR-FM it, WLVR-FM, operates as a Lehigh University organization; therefore, the good name and the community image of Lehigh must be maintained, and hopefully enhanced, by the programming aired on WLVR-FM. With this realistic thought in mind, material should be considered first in the light of its affect on the image of Lehigh University. Second, the material should be looked upon as it relates to the regulations set forth by the FCC on the programming of offensive material, i.e. language. At the same time, and as part of the FCC Rules and Regulations, the station should always program material in the public interest, convenience, and necessity. If the questionable material is acceptable under 1 and 2, then your third criteria should be its "redeeming value" and "aesthetic merit". I further find that if you use the redeeming value of material as your sole criteria, you may find that you have satisfied your moral and aesthetic ego, but you no longer have a radio station to program. It should also be noted that what may be acceptable programming on a so-called progressive underground station, may not necessarily be acceptable on WLVR-FM. It is my opinion that the programming on many of the so-called underground stations is suspect. If the Review Board should come up at some time in front of the Advisory Board on the complaint, I would only back the judgement of the Review Board if it could convince me that their decision to air material was reached only after careful examination in compliance with the aims set forth in items 1 through 3, and in that order.

As to the editorial opinion of WLVR-FM on the FCC's new regulation in its efforts to curtail songs which

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tend to promote or glorify the use of illegal drugs such as marijuana on radio stations, I have the following opinion. The reasoning in the editorial is basically sound and I would agree with it. I would also back and encourage other interested parties to submit their complaints to the FCC. If enough complaints and pressure were brought to bear by interested parties, perhaps a reversal of the Statement by the FCC could be reached. However, in the event that all steps taken to reverse the FCC's decision were unsuccessful, I would expect WLVR-FM to abide by the FCC decision. To knowingly and willfully violate a regulation set forth by the FCC is inexcusable and, in my opinion, is irresponsible broadcasting.

A handwritten signature in cursive script, reading "Donald L. Robert". The signature is written in dark ink and is positioned above the typed name and title.

Donald L. Robert
Program Director